

Classroom Course Description

Lessons in Leadership

These programs, facilitated by Training Services Division staff, feature the best in leadership and management thinking through taped presentations from internationally/nationally recognized experts.

Start with Why: How Great Leaders Inspire Everyone to Take Action

Presented by Simon Sinek, leadership expert and best-selling author

There is something all great leaders have in common – their ability to inspire people to take action. From Martin Luther King Jr. to Steve Jobs, leaders with the ability to inspire follow the same pattern; their starting point is not the “what” or the “how”, but the Why that drives them. These leaders all think, act and communicate in precisely the same way and it's the complete opposite to everyone else. They're not driven by what they do, they're driven by WHY they do it.

In this presentation, you will learn:

- The concepts of the Golden Circle – the framework upon which organizations can be built, movements can be lead, and people can be inspired.
- How you can find your Why, the purpose cause or belief that drives each one of us, or the Why of your organization.
- How living your Why can help you or your organization be more innovative, more influential, and command greater loyalty from customers and employees alike.